

FAX# 703 528 7880  
CREDIT RISK !!  
HARRIS REPORT FROM REP NOV1/12 11.47  
\*\*CHANGES\*\* \*\*\* WFTV-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 6556 SALESMAN # \_\_\_\_\_

SALES PRSN WA- JOE KNAUER

ORDER # \_\_\_\_\_ CONTRACT # 6310064

	CLASS: NATL.	LOCAL	REGIONAL
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Age Group	Percentage
18-29	65
30-39	75
40-49	85
50-59	90
60+	95

## 2

DATE NOV1/12 11.47

FR JULIE  
OK M2  
PLS CFM, THX 11/1

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

PROTECT FLORIDA TAXPAYERS

[illegible]

PROGRAM : NEWS  
CON COM1 : 2X PER DAY

20	A	1200N-100P	30	\$1,300.00	11/4	11/4	1	SUN	1
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PROGRAM : NEWS/CENTRAL FL  
ORD COM1: NO RUN DUE TO BREAKING NEWS, IF THEY CAN EXTEND WE CAN OFFER: THERE IS  
ORD COM2: NO OTHER BUY TO MOVE DOLLARS TO.  
THIS IS A MAKE-GOOD FOR OCT29 ON LINE-6 FOR 1 SPOT/WK

REP: TEL# 703 528 7800FAX# 703 528 7880

REP HEADLINE# 6310064TRF# 330862

CREDIT ADVISORY: AGENCY CREDIT RISK !!

\$\$\$ MOD# 1: UNAPPROVED REV #1 \$\$\$ORDER WORKSHEETHARRIS REPORT FROM REPNOV1/12 11.47

\*\*\* WFTV-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:

M2OK'DBUY#6

MISSED: M-F/1200N-100P

OFFER: SUN/1200N-100P

OCT29

NOV4

30S

\$1,300.00

(OCT31/12)

PLS ADVISE.

CMT: NO RUN DUE TO BREAKING NEWS, IF THEY CAN EXTEND WE CAN OFFER: THERE IS

CMT: NO OTHER BUY TO MOVE DOLLARS TO.

OCT/12	210350.00	NOV/12	195800.00									
CONTRACT TOTAL406150.00												
TOTAL SPOTS165												

MARKET TOTALS \$769,325

WFTV 53%

WKMG 14%

WESH 19%

WOFL 14%

WKCF 0%

WRBW 0%

CABL 0%

WOPX 0%

WRDQ 0%

EFTV 0%

SVC- NSI

DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE